**Proposal 2: Beat Reporting Grant [sexy name here]**

You want to change the world. So do we. Reach the people most willing to engage with your ideas and grow your impact by sponsoring one or more indy media beat reporters.

High impact stories are local, deeply sourced, and packed with facts. To get those stories, reporters must be well-versed in issues, have multiple contacts, and strong sources. Your donation can pay us to train reporters on the issues you care most about. The stories they write will be made available to all 195 of our outlets and promoted on social media through sector-wide social media curators as well as the breaking news network.

**Prior Success:** We have prior success with this kind of project. For five years, the Media Consortium has received grants from the Media Democracy Fund to train media policy beat reporters. Over that period, we have trained over 45 reporters who have in turn published over 400 stories. These stories have helped shape the debate about prison phone costs, municipal broadband, and net neutrality.

**Who We Are**: The Media Consortium and the Association of Alternative Newsmedia jointly represent 200 local, regional, and national news outlets across the United States and Canada. Our combined reach is extraordinary:

* #Local print audience (audited)
* #Regional and national print audience
* #National digital audience
* #National radio audience
* #National broadcast audience (via Free Speech and Link TV)

These numbers represent highly engaged individuals who realize the lamestream media is not telling the whole truth. They are eager to read and use your content.

**Impact:** We know impact matters. So within one month after each content package runs, we will provide you with detailed analytics on how many readers opened the digital package, and how much time they spent on the site. In addition, if we receive any qualitative impact data, such as letters to the editor, or community conversation, we will forward that data to you.

**We request that grants be based on our real costs:**

Basic cost to recruit and train beat reporters: $1500/reporter

Cost to package and syndicate content $$/package

Additional cost for a timeline under one month: $$/3 wks, $$/2 wks, $$/1 wk

We will gladly create individual budgets and proposals for your project.